

Census' Economic Directorate Update

Moderator: Carol Aristone – Economic Indicator Division

Introduction of Presenters:

- Blynda Metcalf -Annual Integrated Economic Survey (AIES)
- Michael Reich - Census of Governments (CoG)
- Kathy Bonney - Business Trends and Outlook Survey (BTOS)

Annual Integrated Economic Survey (AIES) LED Workshop

March 2023

ANNUAL INTEGRATED ECONOMIC SURVEY (AIES)

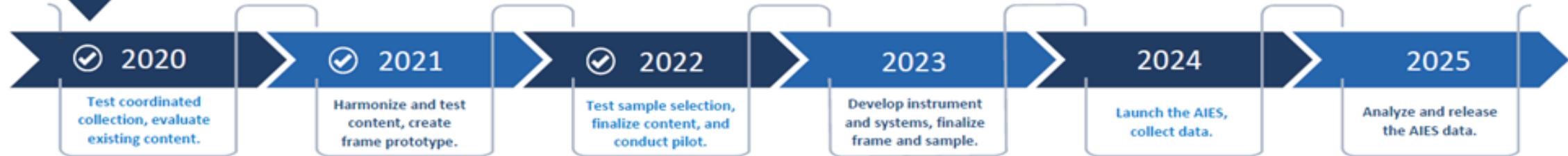
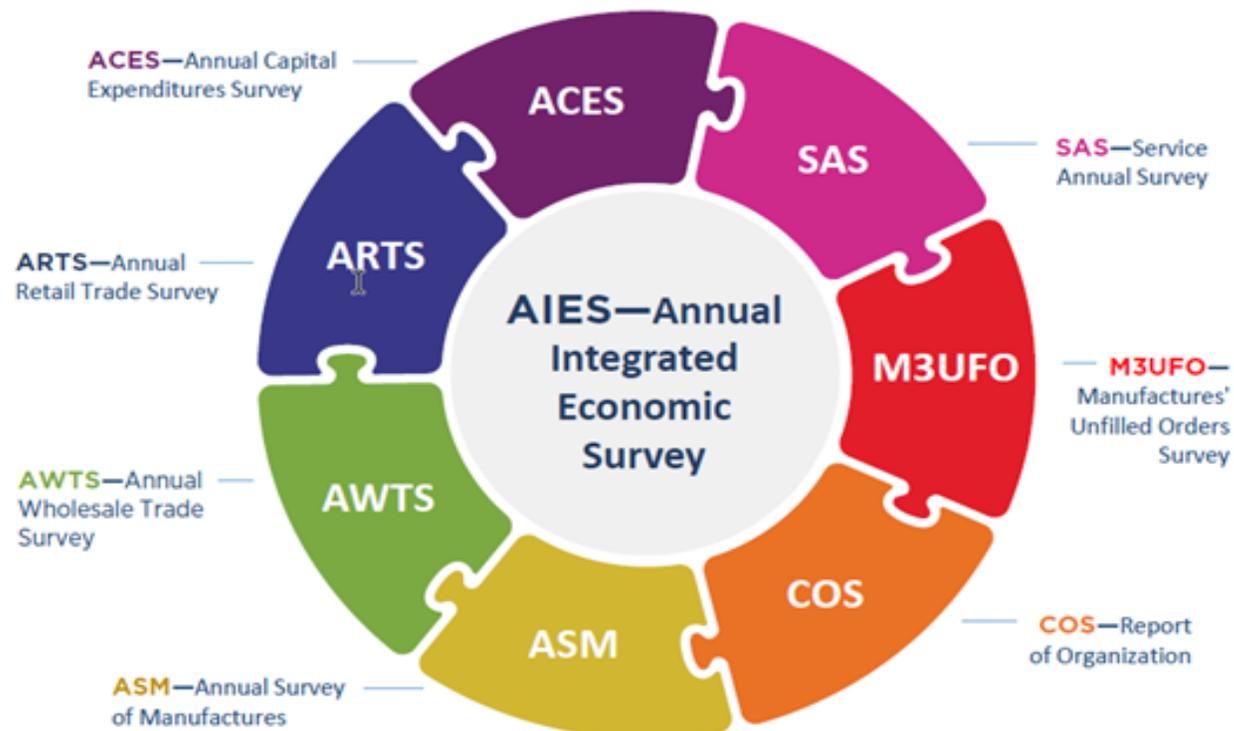
Integration of Seven Annual Economic Surveys

Current State

- Industry focused.
- Overlapping content.
- National estimates.
- Independent samples.
- Different reporting units by program.
- Inefficient processes and operations.
- Varying classification systems.

Future State

- Alignment to enterprise programs.
- Consolidated processing system.
- Integrated frame and sample.
- National and state geographic estimates.
- Standardized and rotating content.
- Respondent centric.
- Coordinated collection and instruments.
- Harmonized reporting units.
- Leveraging of alternative data.
- Holistic company analysis.
- Economy-wide data products.



Discontinuance of Annual Programs

- **Survey Year 2021**
 - Annual Survey of Manufacturers (ASM)
 - Report of Organization
- **Survey Year 2022**
 - Annual Retail Trade Survey (ARTS)
 - Annual Wholesale Trade Survey (AWTS)
 - Service Annual Survey (SAS)
 - Annual Capital Expenditures Survey (ACES)
 - Manufacturers' Unfilled Orders Survey (M3UFO)

Key AIES Improvements

- Aligned with enterprise solutions
- Consolidated processing systems
- Standardized and rotating content
- Respondent-centric
- Coordinated collection and instruments
- Harmonized reporting units
- Leveraging of alternative data
- Holistic company analysis
- Integrated frame and sample
- National and subnational estimates
- Economy-wide data products

Research and Testing

- February 2023
 - Mailout Pilot Phase II – Approximately 900 Companies
- Spring 2023
 - Conduct Usability Testing – 3 Rounds
- September 2023
 - Conduct Dress Rehearsal – Approximately 9K Companies

Sampling Design Requirements

National

- Revenue/Receipts, Annual Payroll, Inventories, Capital Expenditures...
- Disaggregated industry (NAICS) levels
 - Differs by sector
 - 4-digit NAICS, 5-digit NAICS, 6-digit NAICS

Subnational

- Revenue/Receipts, Annual Payroll, 1st Quarter Payroll, Employment
- Region, Division, State
- Aggregated NAICS levels (2 and 3-digit)
- Aggregated NAICS level (2 through 4-digit manufacturing only)

Dissemination – Viewing AIES Data

Publication
Outline

- **API**
- **Limited footprint in data.census.gov**
- **Focus on Tableau dashboard**
- **CSV data files**
- **Ingest of AIES data in Federal Reserve Economic Data (FRED)**

Work in
Progress!



- **Tableau Data Visualizations**

Current Discussions

- **Time Series**
 - Discussing what data items we can preserve and how
- **Covering AIES during Economic Census years**
 - Discussing options and pros/cons of how to cover AIES in the years of the Econ Census – recommendations to be presented to SLT with September update
- **Indicator Impacts**
 - Discussing the impact of various AIES activities (sampling, program maintenance, release dates, etc.) on the Indicator programs

Key Milestones

Key Task/Deliverable	Planned Timeframe
Conduct Phase II Pilot Survey	February – May 2023
Conduct Usability Testing (3 rounds)	February - Sept. 2023
Conduct Dress Rehearsal	Sept. – Dec. 2023
Finalize Dissemination Plan	September 2023
Obtain Production Sample	Nov. 2023 – Jan. 2024
Receive Production-Ready Collection Instrument	December 2023
Mail the Annual Integrated Economic Survey	March 2024
Release Data Products	July 2025

THANK YOU!

If you have further questions, feel free to contact:

Blynda.K.Metcalf@census.gov – AIES Product Owner

Website: [Census.gov/AIES](https://www.census.gov/AIES)

2022 Census of Governments



Michael Reich, Assistant Division Chief
Public Sector Programs
Economy-Wide Statistics Division
U.S. Census Bureau

Census of Governments Overview

- The most comprehensive source of uniform statistics on the economic activity of state and local governments
- Conducted every 5 years in years ending in “2” and “7”
- Measures a governments’ activity over the course of the relevant fiscal year
- Annual surveys are conducted in non-Census years to collect the same data from a sample of governments

Census of Governments Overview

3 Key Components

Organization

The number and characteristics of governments.

Employment

The total number of employees and payroll of state and local governments.

Finance

Revenues, expenditures, debt, cash and securities, and public pensions data for the state and local governments.

Census of Governments Overview

What is it used for?

- Development of the government component of GDP
- Development of the national income accounts
- Development of personal income figures for state and county areas
- Allocation of certain federal grant funds
- Legislative research
- Comparative studies of state and local government finance
- Public and fiscal policy and research

Organization Component

Content

- Address and contact information
- Relationships among governments and their agencies
- Classification information
- Historical sampling information

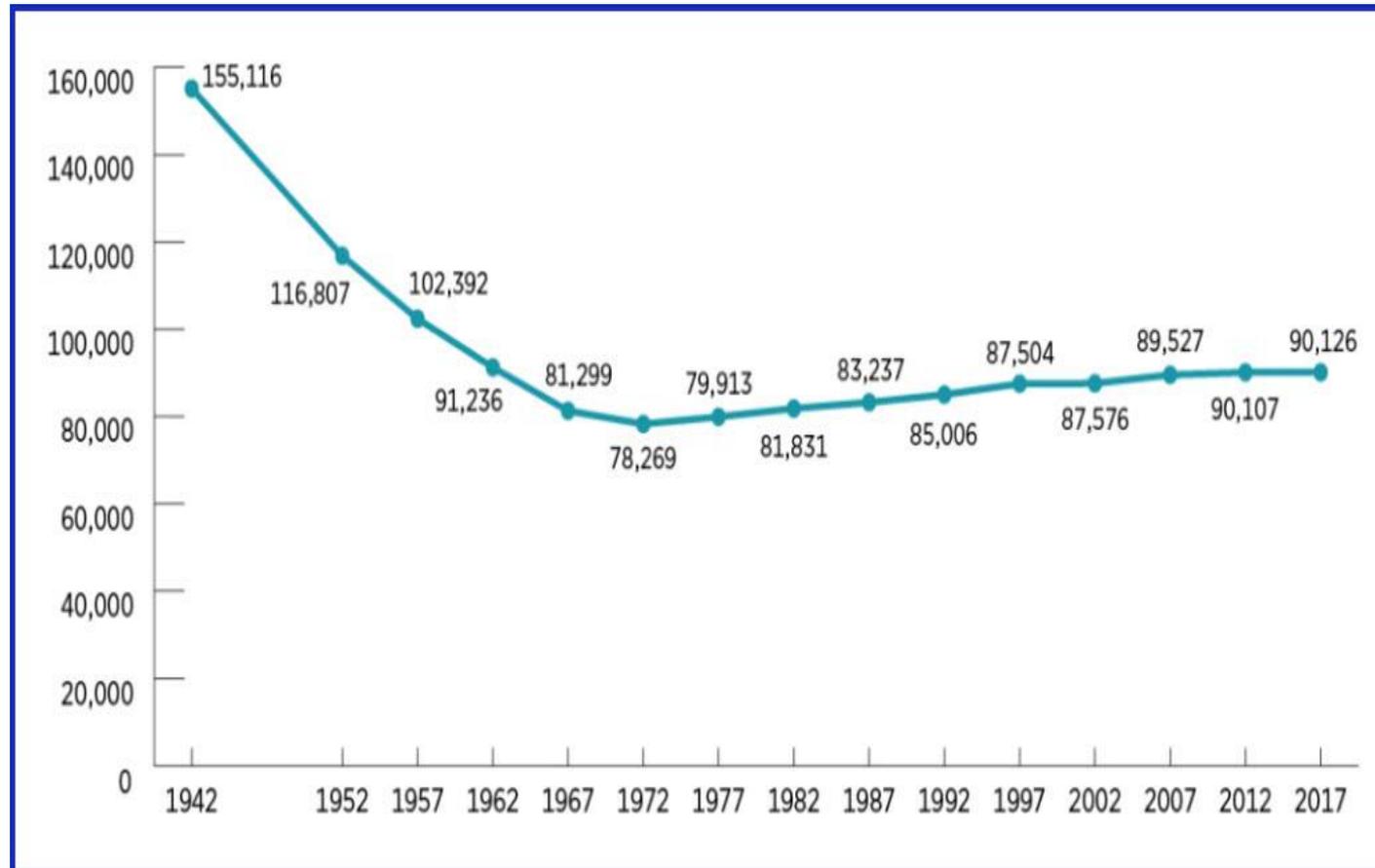
Data Collection

4 Primary Means of Updating Information:

- Legal Research
- Directory Research
- Government Units Survey (GUS)
- Other survey operations

Updates to the frame, called the Governments Master Address File (GMAF), are continual throughout the 5-year cycle

Organization Component

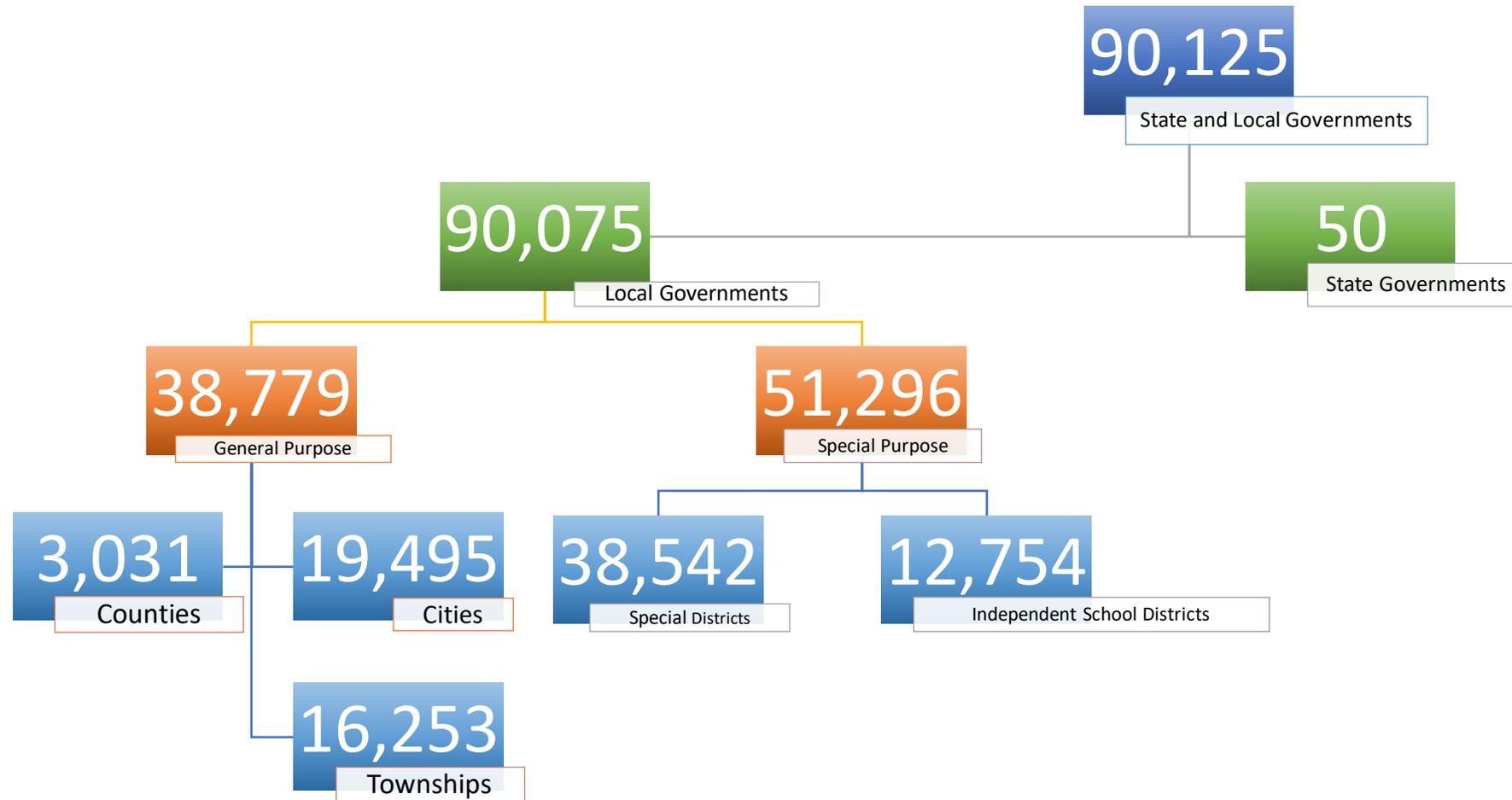


Count of Governments: 1942 to 2017

https://www.census.gov/content/dam/Census/library/visualizations/2019/econ/from_municipalities_to_special_districts_america_counts_october_2019.pdf

Organization Component

2017 Government Counts



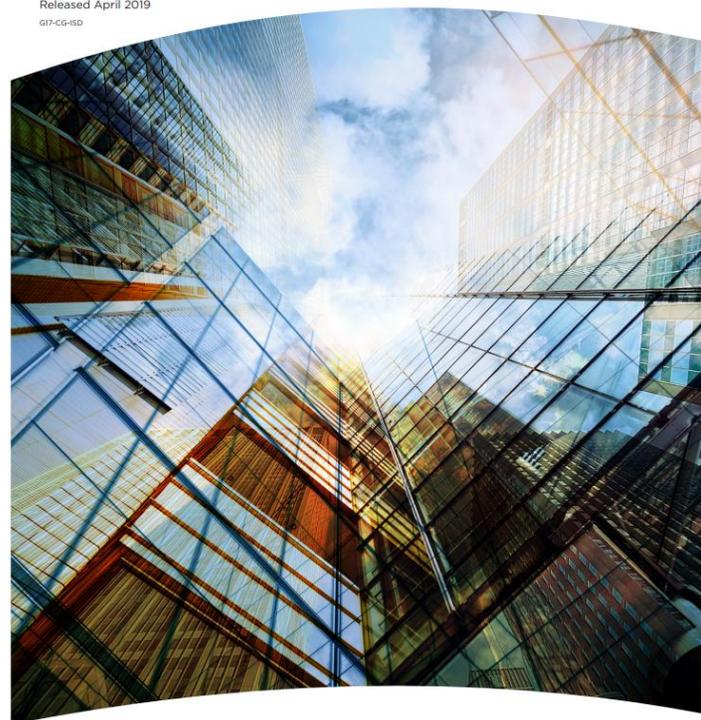
Individual State Descriptions

- Summary information about the organization of state and local governments for each State and DC
- <https://www.census.gov/programs-surveys/gus/library/publications.html>

Individual State Descriptions: 2017

2017 CENSUS OF GOVERNMENTS

Released April 2019
017-CG-150



United States[®]
Census
Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
[census.gov](https://www.census.gov)

MARYLAND

COUNTY GOVERNMENTS

The entire state of Maryland is encompassed by county governments, with the exception of the area of the city of Baltimore. Baltimore City is an independent city outside the area of any county and is counted as a municipal government, rather than a county government. Baltimore County is a county government, but excludes the area of Baltimore City. A number of counties operate under home-rule charters. These counties are governed by county councils.

In counties without home-rule charters, the county governing body is known as the board of county commissioners. In addition, some counties operate under a special code option, but their governing bodies are still designated as boards of county commissioners.

SUBCOUNTY GENERAL PURPOSE GOVERNMENTS

Municipal Governments

The municipal governments in Maryland are the cities, towns, and villages. There are no differences between city and town governments that would affect their classification for U.S. Census Bureau statistics. All municipal governments in Maryland, except the city of Baltimore, are treated as a single class in state legislation since 1955. Incorporation as a municipality requires a minimum population of 300. There are 20 municipalities with population under 300 that were created prior to 1955. Municipalities operate under home-rule.

Some "villages" in Montgomery County have been formed as special taxing units, rather than incorporated as municipal governments. These are counted as special district governments, rather than as municipal governments in Census Bureau statistics. See "Special District Governments" section.

Township Governments

Maryland has no township governments.

PUBLIC SCHOOL SYSTEMS

School District Governments

Maryland has no independent school district governments.

Dependent Public School Systems

In Maryland, the local public school systems are not counted as separate governments. Maryland statutes

provide for the following types of dependent public school systems:

Systems dependent on county governments:

- County boards of education.
- County and regional community colleges.

System dependent on municipal governments:

- Baltimore City schools.

County schools are administered by a county board of education, which is either appointed by the governor or elected.

County school fiscal requirements are determined and provided for by the county governing body. The county school systems are classified in Census Bureau statistics as dependent agencies of the county government.

Baltimore City schools are governed by a board of commissioners jointly appointed by the governor and the mayor. Fiscal requirements are subject to review and are provided for by the city of Baltimore. The Baltimore City School System is not counted as a separate government in Census Bureau statistics, but is classified as a dependent agency of the city of Baltimore.

Most community colleges in Maryland are classified in Census Bureau statistics as dependent on the county governments for which they serve. Community colleges are governed by a board of trustees appointed by the governor, either with consent of the Senate or on the recommendation of the Maryland Higher Education Commission. Fiscal requirements of the colleges are determined and provided for by the sponsoring county governments. In the case of regional community colleges, which serve two or more counties, each participating county provides its share of the fiscal requirements of the college in proportion to enrollment.

Other Educational Activities

County boards of education may enter into agreements with other county boards of education, other educational institutions or agencies, or the county boards of commissioners or county councils to provide joint services. If a separate administrative entity is created, the agreement specifies the nature of the board and the funding arrangements. As of June 30, 2017, no joint agreements under this provision exist.

136 Maryland

Governments—Individual State Descriptions

Employment Component

Content

Statistics Produced by Function

- Full- and part-time employees
- Full-time equivalent employees
- Gross Payroll

Reference Period

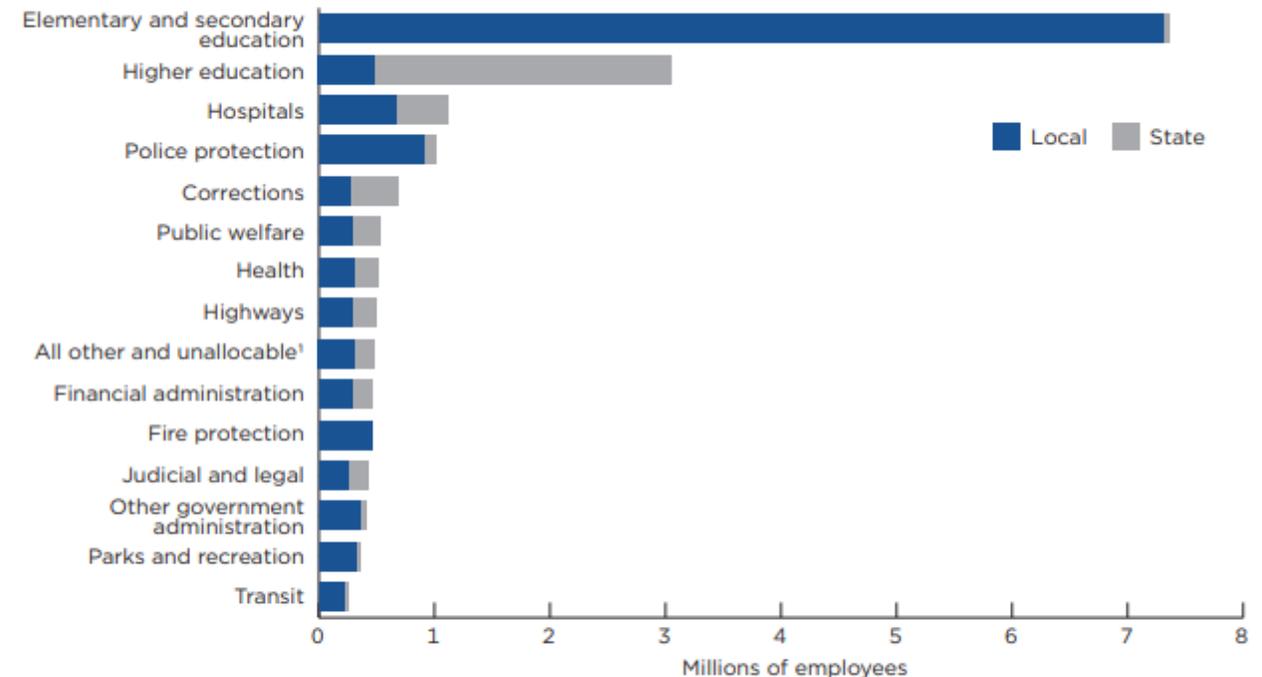
- Pay-period including March 12, 2022
- Payroll amounts reflect the month of March

Data Collection

- Combination of electronic administrative record reporting and direct collection for State Governments
- Electronic administrative record reporting by large local governments and other local government data collected via internet reporting tool

Figure 1.

Top 15 Functions: Total State and Local Government Employment



¹ "All other and unallocable" is not a summation of the remaining functions shown separately in the source data, it refers only to employees not applicable to other employment functions.

Note: The survey data and technical documentation can be found at www.census.gov/programs-surveys/apes.html.

Source: U.S. Census Bureau, 2021 Annual Survey of Public Employment & Payroll.

Total Government Employment by Function: 2021

https://www.census.gov/content/dam/Census/library/publications/2021/econ/aspep-2021_final.pdf

Finance Component

Content

Categories

- Revenues by source
- Expenditures by function and object
- Debt and assets
- Public pensions

Tabulations are produced by state and by type of government

Reference Period

Fiscal year ending between July 1, 2021 and June 30, 2022

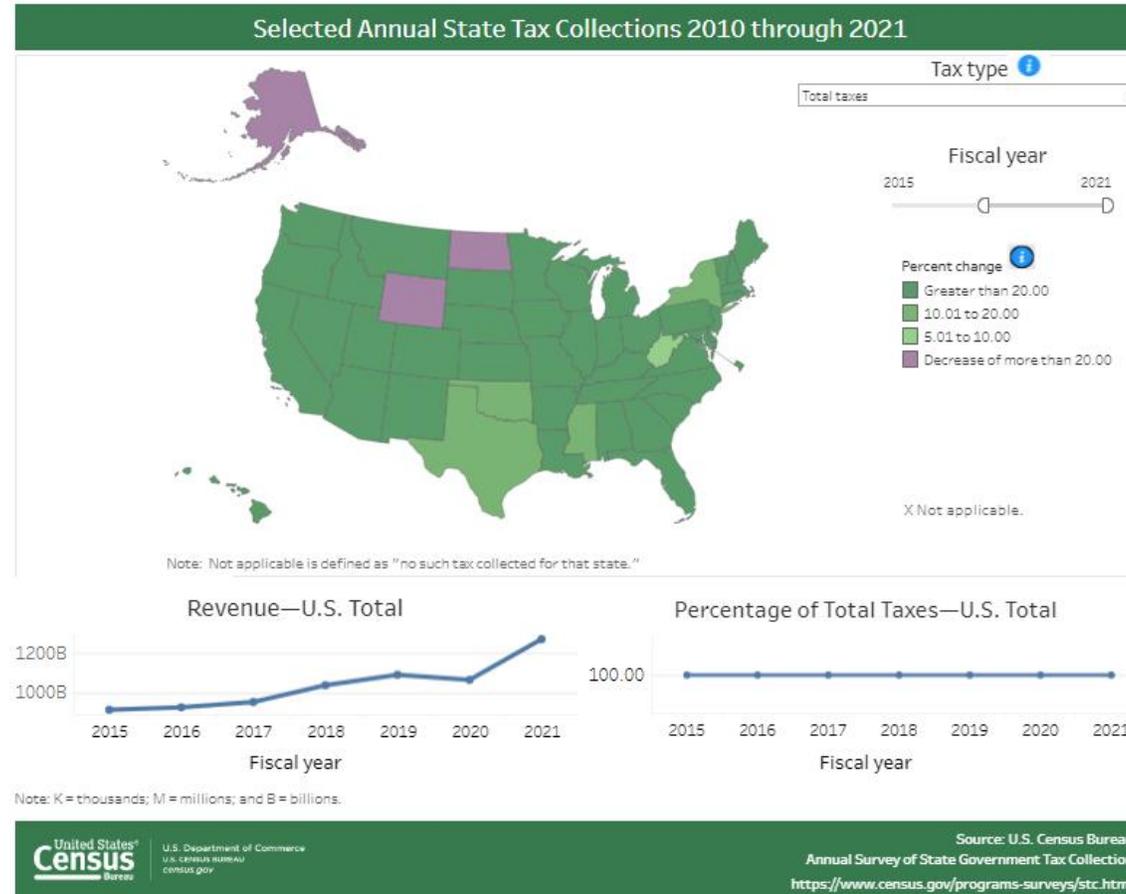
Data Collection Methods

- Compilation from Administrative Records
- Central Collection
- Direct collection via internet reporting tool

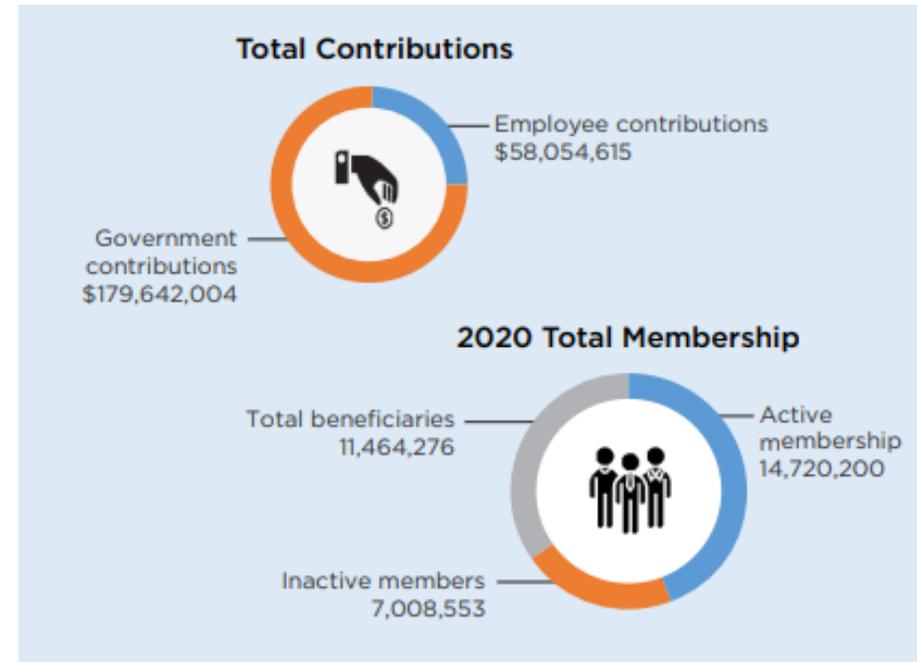
Publication Flow

- State Tax Collections
- Public Pensions
- State Government Finances
- State and Local Government Finances

Finance Component – State Tax Collections

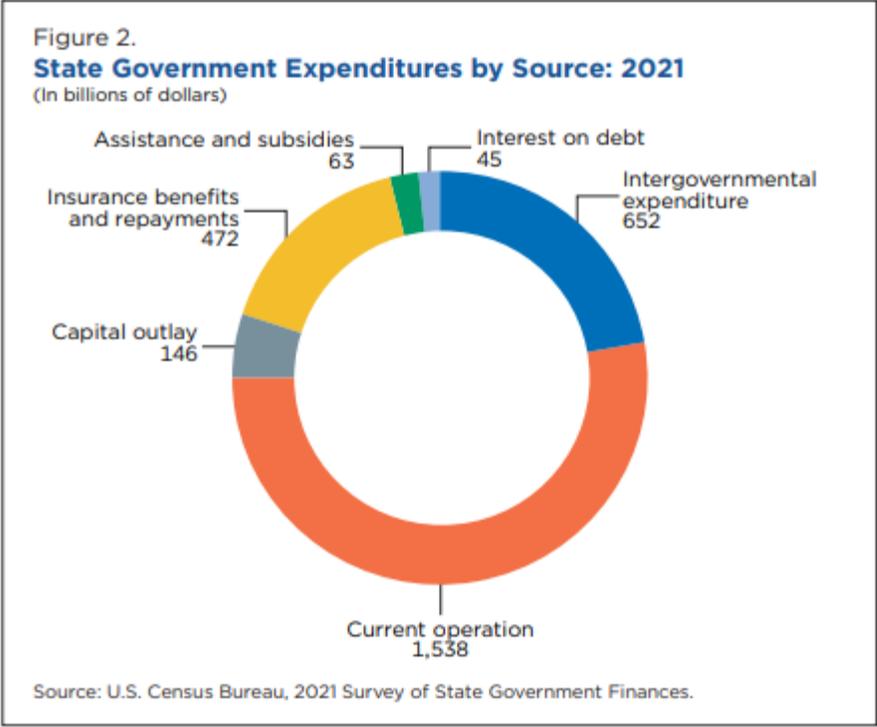
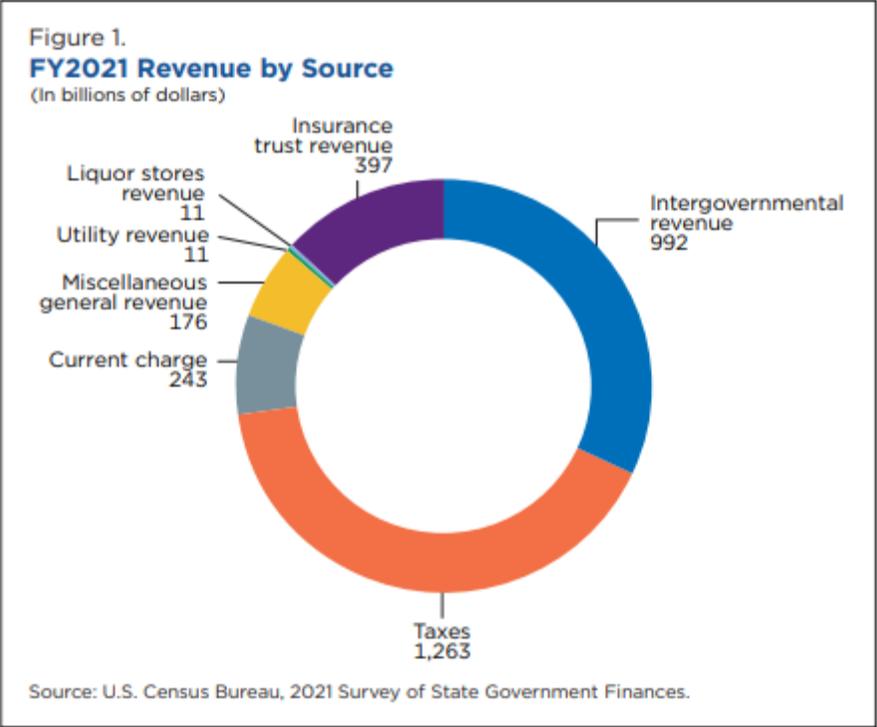


Finance Component – Public Pensions



<https://www.census.gov/content/dam/Census/library/publications/2020/econ/g20-aspp.pdf>

Finance Component – State and Local Government Finances



<https://www.census.gov/content/dam/Census/library/publications/2021/econ/g21-asfin.pdf>

Census of Governments Overview

High-Level Milestones

Organization

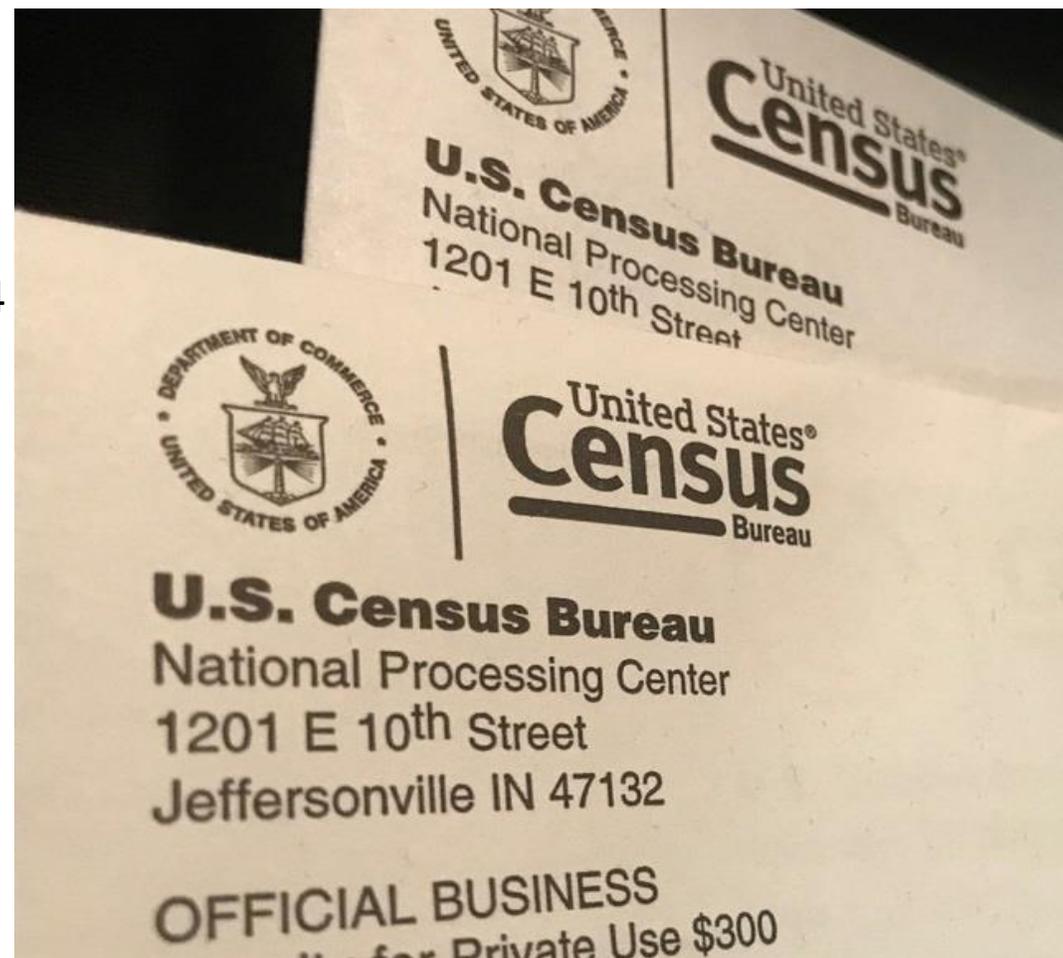
- Mailed in February 2021
- Tables - Summer 2023
- Individual State Descriptions - Spring 2024

Employment

- Mailed in March 2022
- Tables - June 2023

Finance

- Mailed in November 2022
- Tables:
 - State Tax – April 2023
 - Pensions – June 2023
 - State Finance – Early 2024
 - State and Local Finance – Fall 2024



Additional Reference Materials

Census of Governments Website

<https://www.census.gov/programs-surveys/cog.html>

Census of Governments Infographic

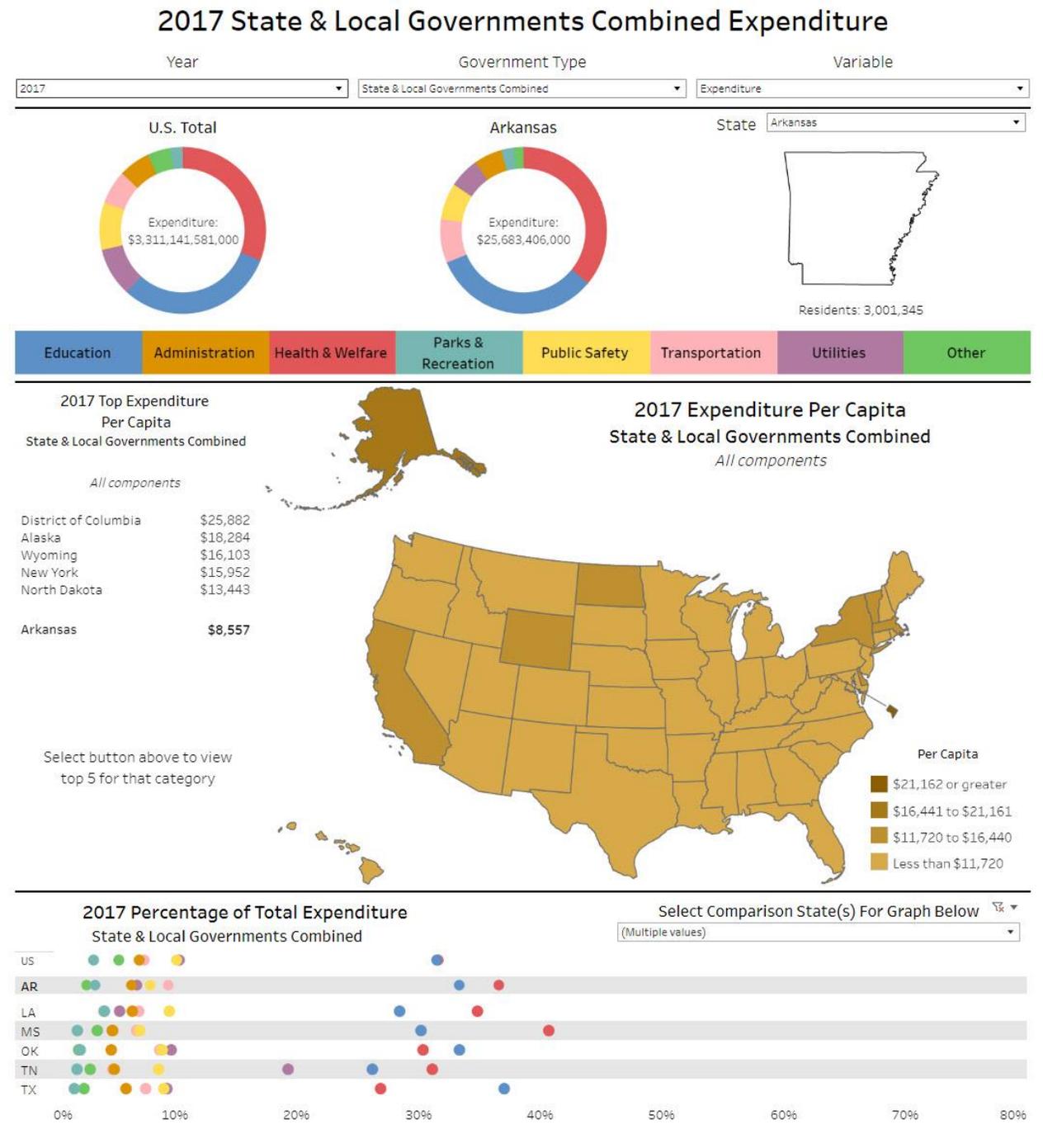
<https://www.census.gov/library/visualizations/2020/econ/2022-cog-infographic.html>

Census of Governments Snapshot Tool

<https://www.census.gov/library/visualizations/interactive/state-local-snapshot.html>

Data.Census.gov topics

- Government
- Government Employment and Payroll
- State and Local Government Finances
- Public Pension Systems
- Taxation Revenue



Contact

Michael Reich, Assistant Division Chief, Public Sector, U.S. Census Bureau

michael.r.reich@census.gov

Business Trends and Outlook Survey (BTOS) High Frequency Program (HFP)

Kathryn Bonney, EMD
Project Manager



Small Business Pulse Survey (SBPS) Recap

The SBPS measured the effect of changing business conditions during the coronavirus pandemic. The SBPS complemented existing Census Bureau data by providing detailed, near real-time information on the challenges that small businesses face. The Census Bureau partnered with subject matter experts at other federal agencies for content.



BUSINESS AND ECONOMY

New Small Business Pulse Survey Shows COVID-19 Impact on Businesses

The U.S. Census Bureau's Small Business Pulse Survey yields near real-time economic data on businesses...



BUSINESS AND ECONOMY

Census Survey Shows Shift in Expectations from Spring to Winter

The Small Business Pulse Survey shows a majority of businesses face long-term challenges while others experienced little or no effect from the pandemic.



BUSINESS AND ECONOMY

U.S. Small Businesses Suffer Supply Chain Disruptions

Over 60% of manufacturers responding to the Small Business Pulse Survey saw disruptions in domestic supplies and 39% need to identify new supply options.



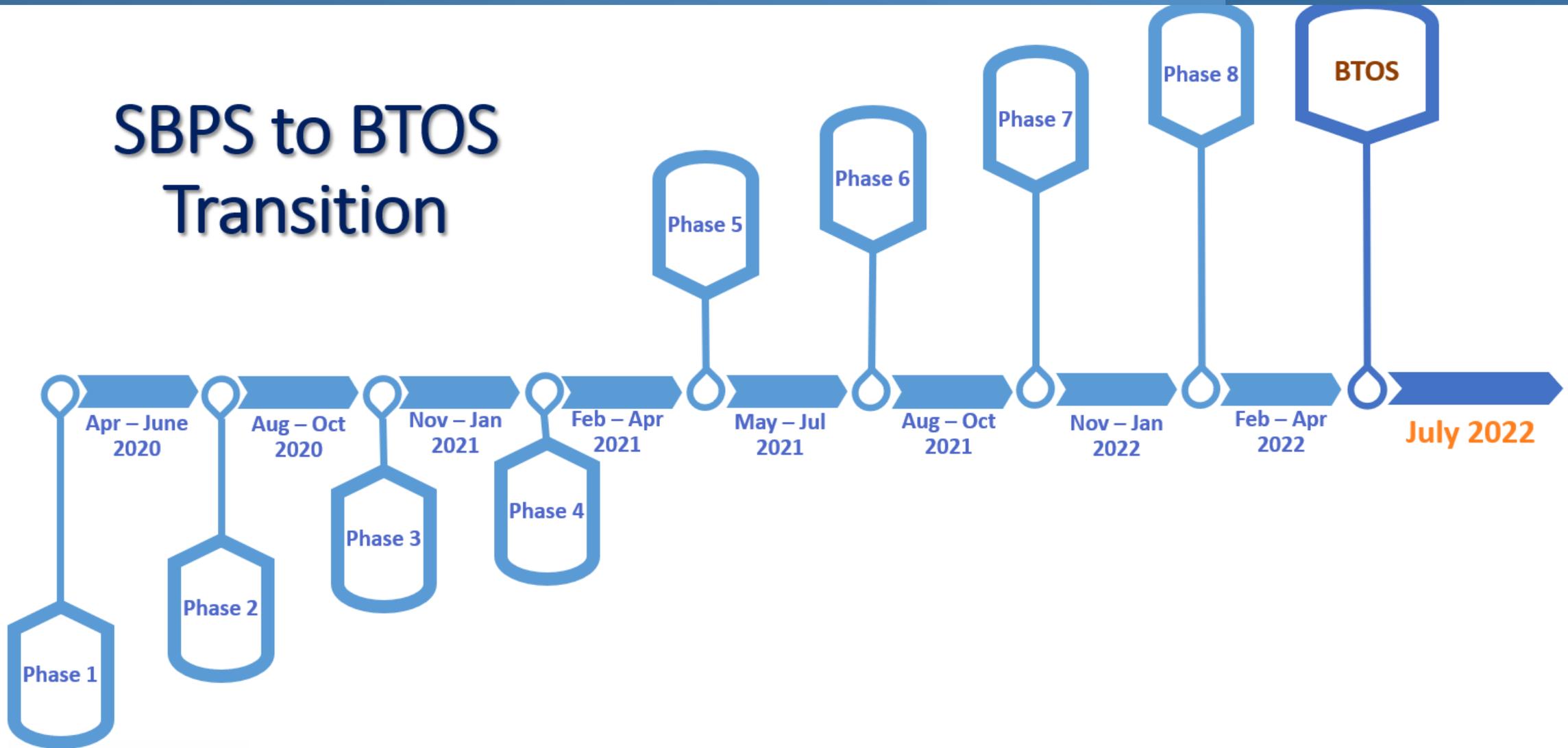
BUSINESS AND ECONOMY

Small Business Pulse Survey Reveals Price Increases by Sector

Phase 6 wrapped up October 17 and Phase 7 went into the field November 15. Will Phase 7 show that these economic trends are continuing?



SBPS to BTOS Transition



SMALL BUSINESS PULSE SURVEY

BUSINESS TRENDS AND OUTLOOK SURVEY (BTOS)

- SBPS initially created as response to the Coronavirus pandemic
- Concept to publication in 39 days

Goals:
Continue producing near real time data products

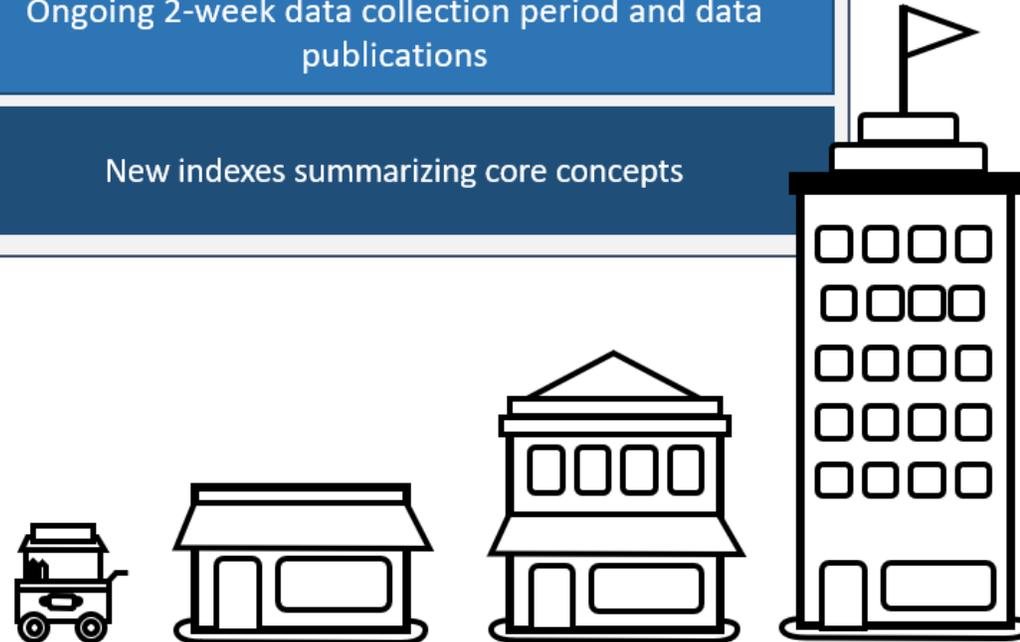
Produce economic pulse

To create BTOS:

- SBPS lessons learned
- Stakeholder feedback
- Leadership strategy

Business Trends and Outlook Survey (BTOS)

Frame	2020 Business Register
Sample Design	Stratified systematic sample with strata defined by state and sector
Content	Designed to capture economic norms, impacts of unforeseen events
Instrument	Centurion
Timing	Ongoing 2-week data collection period and data publications
Data Products	New indexes summarizing core concepts



Methodology

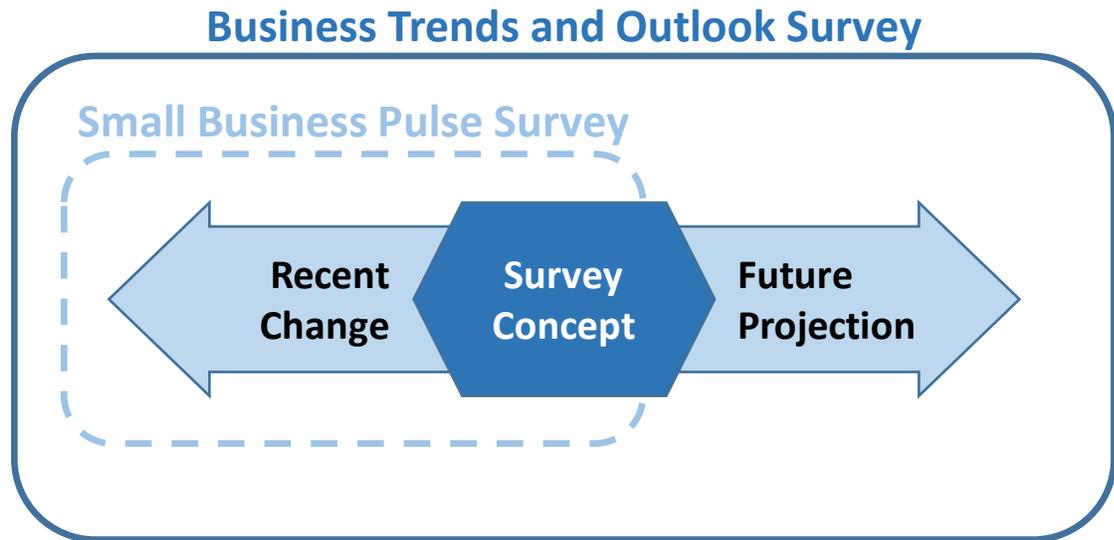
- Initial target population for BTOS is all nonfarm, single-location employer businesses with receipts of \$1,000 or more that are in the United States, District of Columbia, and Puerto Rico
- Sample size to be 1.2M, split into six bi-weekly panels of 200K, representing 5.8M single unit businesses of all sizes
- Proportional sample allocation is used (the same percentage of businesses is selected from each stratum)
- Once in the sample, businesses will be asked to respond to the survey once every twelve weeks

Data Collection

- Ongoing 2-week data collection periods
- Dual contact strategy for representative sample
 - Email vs mail collection
- Conducted through online reporting tool, Centurion
- Began July 18, 2022, and the first publication was October 13, 2022

Content – Part 1

- Reuse SBPS content where possible
- External stakeholder feedback used to help prioritize content
- Expanded to include future projections for many concepts



Questionnaire Concepts
Overall performance
Revenue
Employment
Hours worked
Hiring Difficulties
Operating status
Delivery time
Supply chain impacts
Demand
Output prices
Input prices
Online platforms
Forecast horizon

 - Legacy SBPS Concepts

Data Products

Single Dimension:

- National Average
- State (D.C. and Puerto Rico)
- NAICS Sector
- Sub-sector (NAICS3)
- Top 25 MSA
- Employment Size

Multi-Dimension:

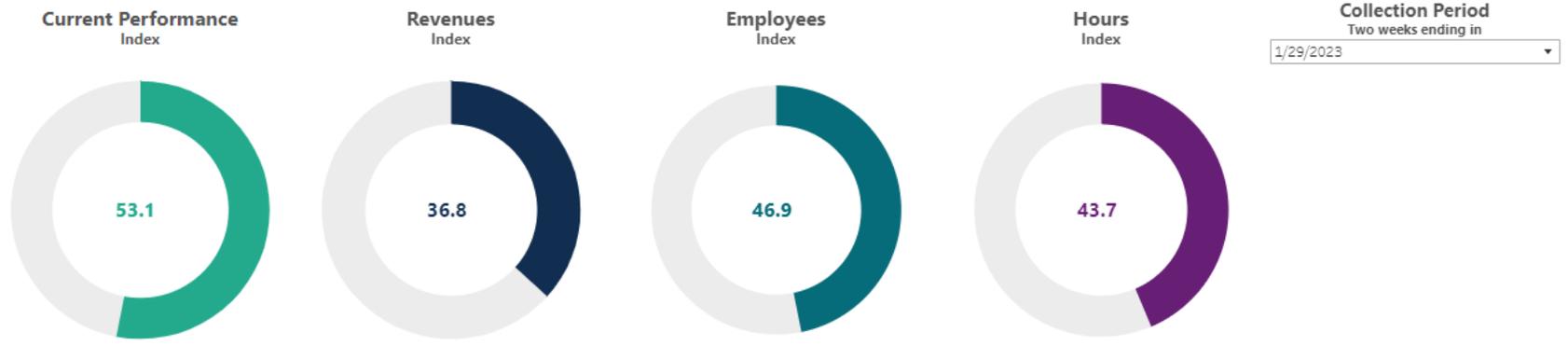
- State by Sector
- State by Employment Size
- Sector by Employment Size

	State	Sector	Sub-sector (NAICS3)	Top 25 MSA	Employment Size
State	X	X			X
Sector	X	X			X
Sub-sector (NAICS3)			X		
Top 25 MSA				X	
Employment Size	X	X			X

National Data Visualizations – Part I

Business Trends and Outlook Survey—National Data

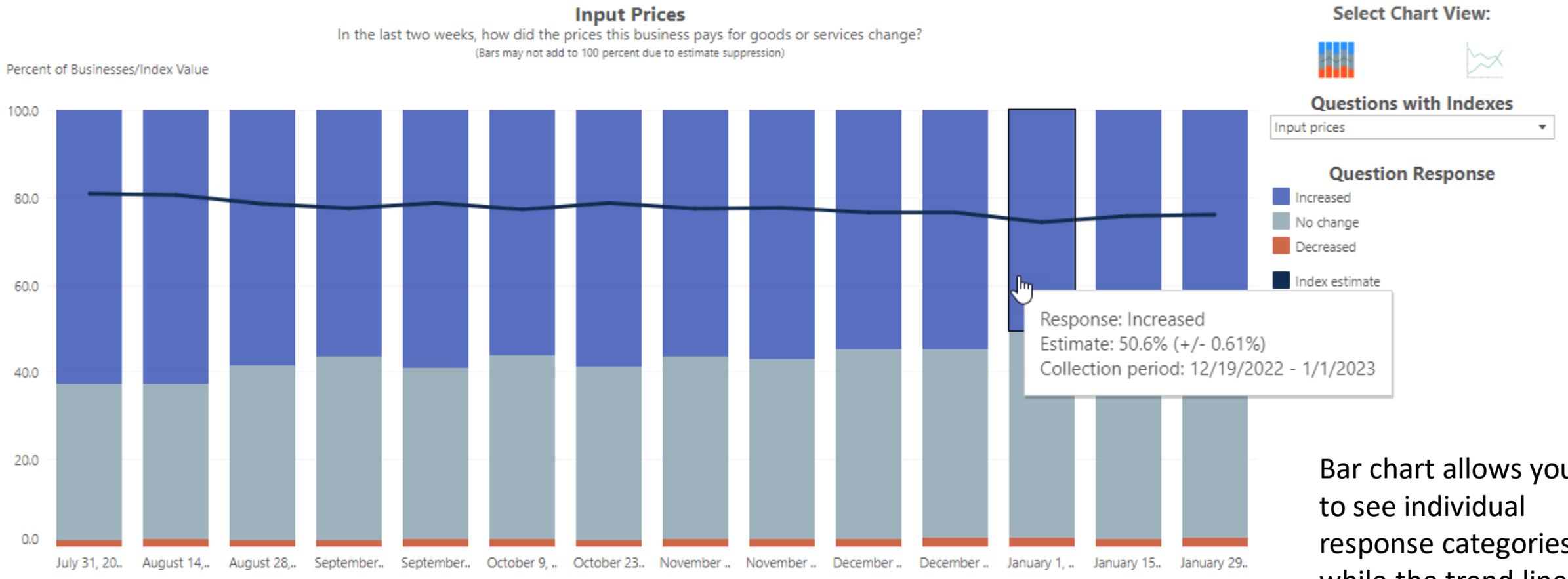
Dials highlight four key indicators by collection period



Index explanation

The Business Trends and Outlook Survey (BTOS) is a survey designed to measure the U.S. business climate on a biweekly basis. Indexes summarize survey topics. The four indexes above are key performance indicators covering business's current performance, revenues, employees, and hours. An index of 50 corresponds to a balanced business representation for the measure, while higher values generally imply more widespread positive performance. Refer to Downloads and Documentation tab for more information.

National Data Visualizations – Part 2



Bar chart allows you to see individual response categories while the trend line displays the corresponding index

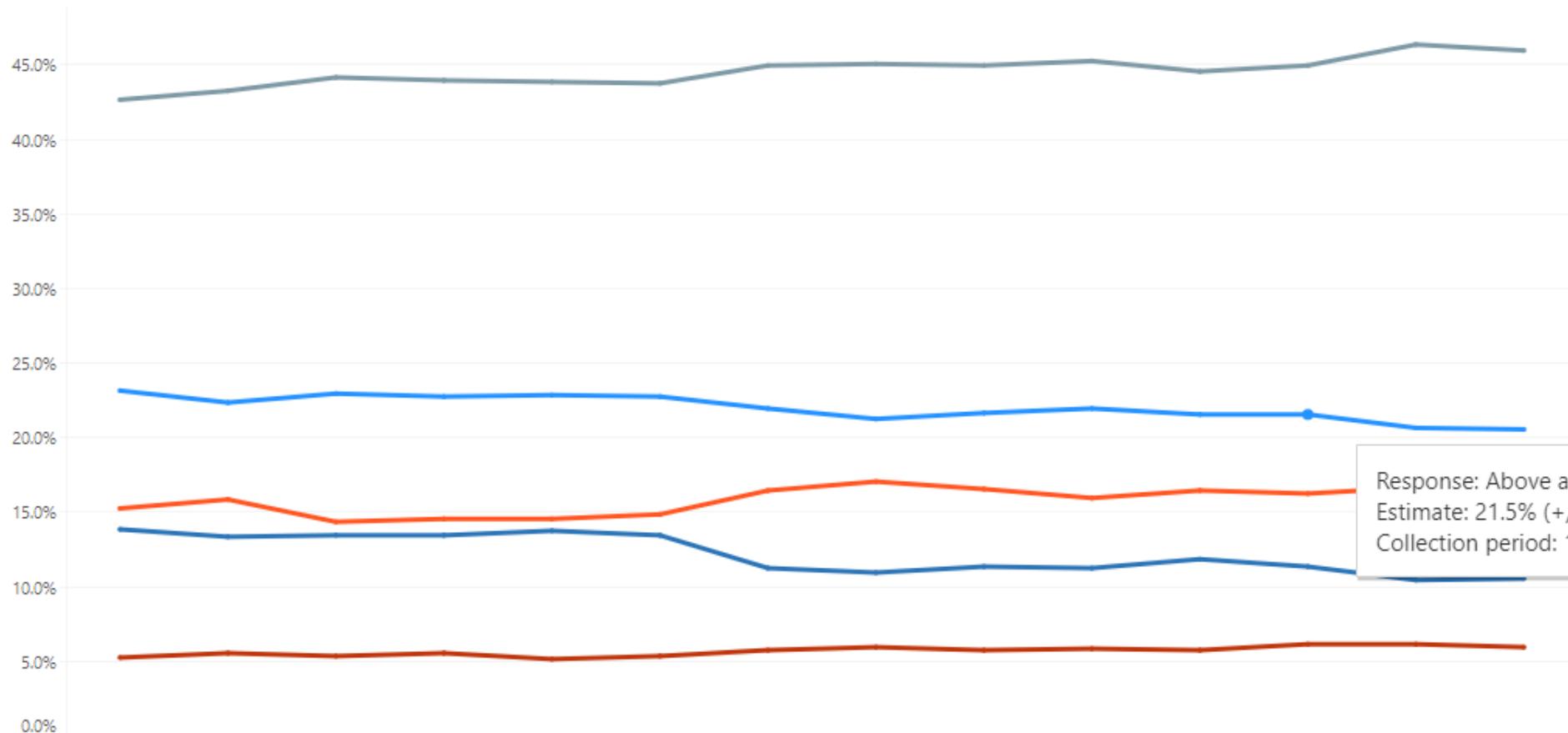
National Data Visualizations – Part 3

July 31, 20.. August 14,.. August 20,.. September.. September.. October 9, .. October 23,.. November .. November .. December .. December .. January 1, .. January 13,.. January 29, ..

Current Performance

Overall, how would you describe this business's current performance?

Percent of Businesses



Filter by Question

Current performance

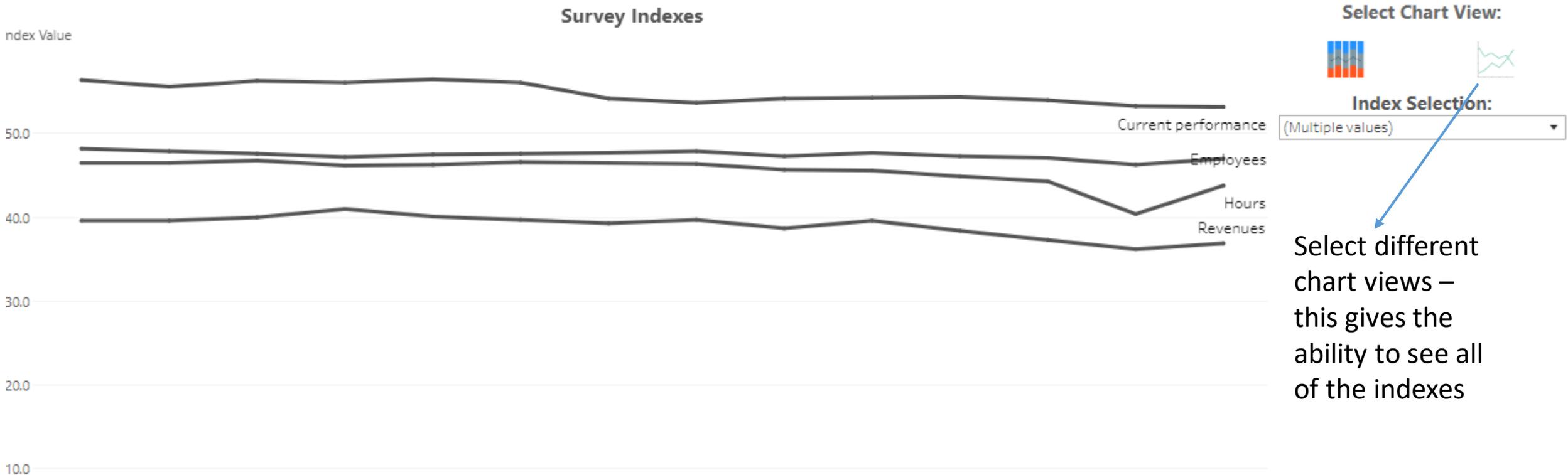
Question Response

- Excellent
- Above average
- Average
- Below average
- Poor

Create estimates for every question's response category, including those without an index.

Response: Above average
Estimate: 21.5% (+/- 0.35%)
Collection period: 12/19/2022 - 1/1/2023

National Data Visualizations – Part 4



Select different chart views – this gives the ability to see all of the indexes

State Data Visualizations – Part 1

INTERACTIVE VISUALIZATIONS

DOWNLOADS AND DOCUMENTATION

API

ABOUT THE DATA

METHODOLOGY

HELP

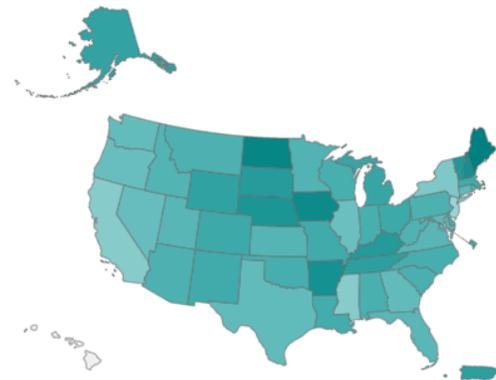
National State Sector

Map shows users index estimates by collection period and index.

Business Trends and Outlook Survey—State Data

Current Performance by State

Overall, how would you describe this business's current performance?



Collection Period

Two weeks ending in

01/29/2023

Index Selection

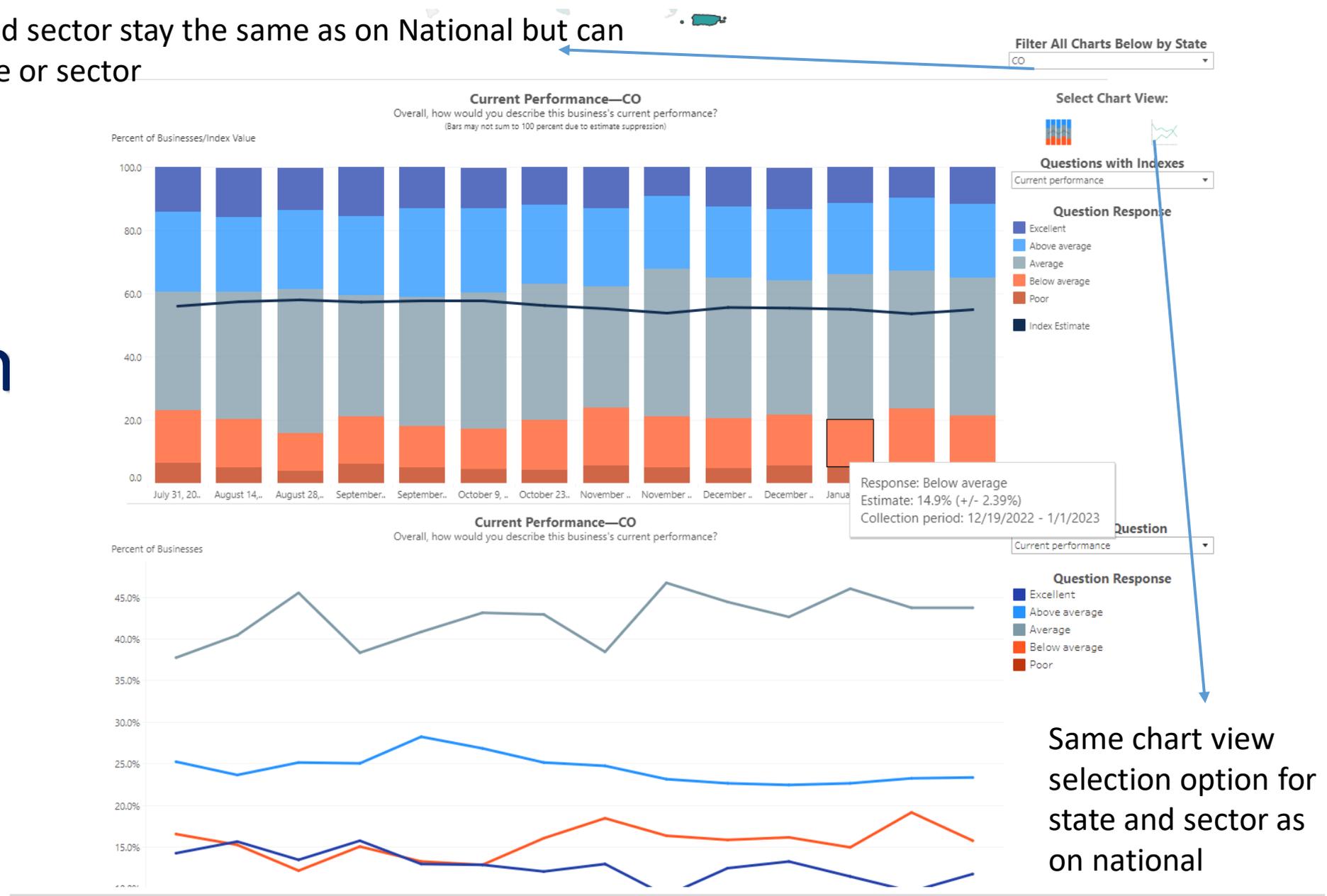
Current performance

Index Estimate

45.6 60.2

Charts on state and sector stay the same as on National but can be filtered by state or sector

State Data Visualization – Part 2



Same chart view selection option for state and sector as on national

Sector Data Visualizations – Part I

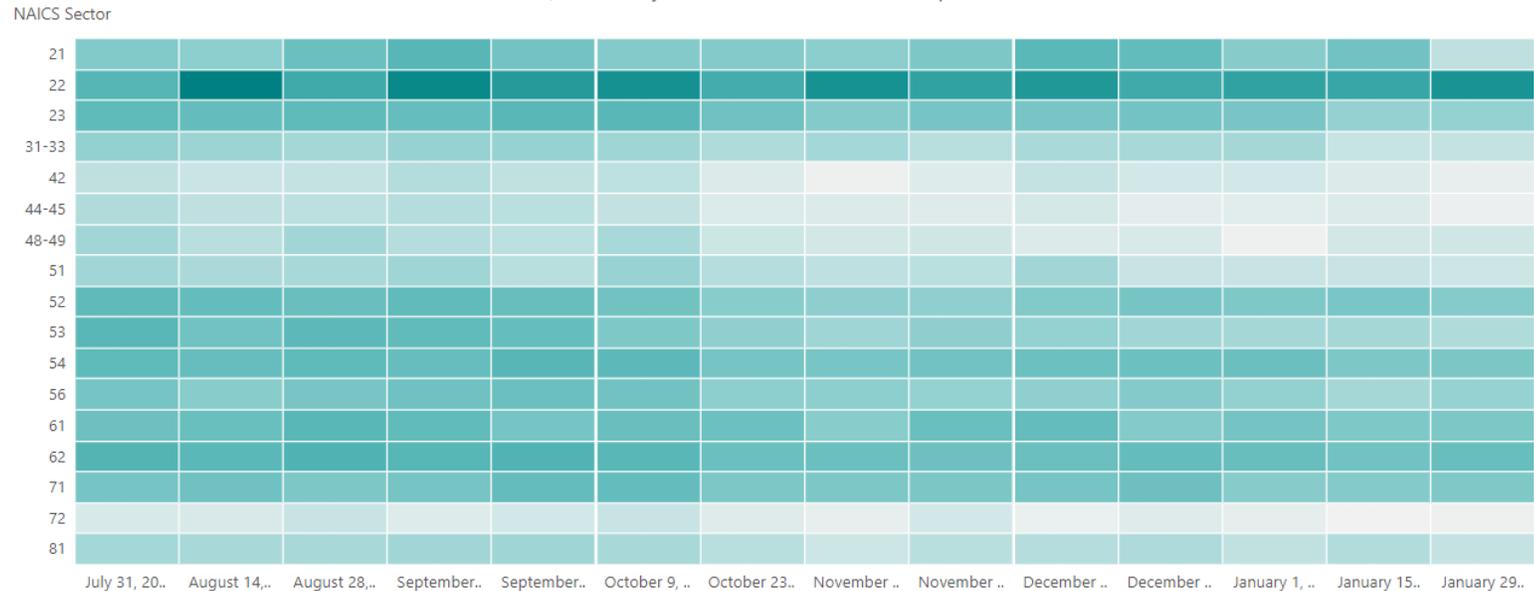
National | State | Sector

Business Trends and Outlook Survey—Sector Data

Current Performance by Sector by Collection Period
Overall, how would you describe this business's current performance?

Index Selection:
Current performance

Sector heatmap shows time-series data by index and by sector.



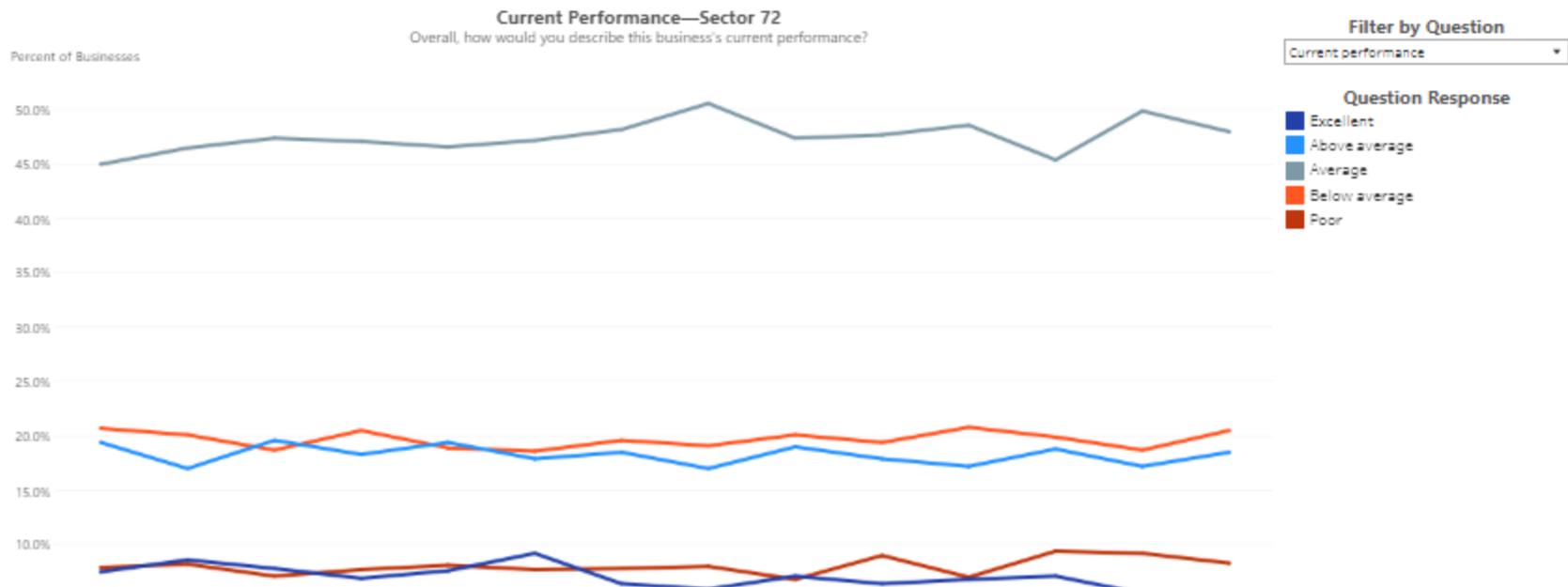
Index Estimate
47.8 71.1

Filter All Charts Below by Sector
72: Accommodation and food services

Filter all charts by sector, just like in state

Select chart view

Sector Data Visualizations – Part 2



API allows quick access to data

// [Census.gov](#) > [Data](#) > [Experimental Data Products](#) > [Business Trends and Outlook Survey](#) > [Business Trends and Outlook Survey Data](#)

Business Trends and Outlook Survey

Updated February 2nd, 2023

[INTERACTIVE VISUALIZATIONS](#)

[DOWNLOADS AND DOCUMENTATION](#)

[API](#)

[ABOUT THE DATA](#)

[METHODOLOGY](#)

[HELP](#)

API

For your convenience, an API is provided to access data programmatically. No authentication is required, but you may be rate limited.

Method	Path	Description	Example
GET	/hfp/btos/api/periods	Get collection periods.	/hfp/btos/api/periods
GET	/hfp/btos/api/questions	Get all questions.	/hfp/btos/api/questions
GET	/hfp/btos/api/questions/answers	Get all answers joined with questions.	/hfp/btos/api/questions/answers
GET	/hfp/btos/api/periods/{period}/questions	Get questions for a period.	/hfp/btos/api/periods/1/questions
GET	/hfp/btos/api/periods/{period}/questions/answers	Get answers joined with questions for a period.	/hfp/btos/api/periods/1/questions/answers
GET	/hfp/btos/api/periods/{period}/data	Get all data for a period.	/hfp/btos/api/periods/1/data
GET	/hfp/btos/api/strata	Get all strata.	/hfp/btos/api/strata
GET	/hfp/btos/api/periods/{period}/data/{strata_type}/{strata_value}	Get all data for a period, for a strata.	/hfp/btos/api/periods/1/data/state/MA

Business Trends and Outlook Survey

Updated February 2nd, 2023

Downloads give users option to see time series collection of different subsets of data

- [INTERACTIVE VISUALIZATIONS](#)
- [DOWNLOADS AND DOCUMENTATION](#)
- [API](#)
- [ABOUT THE DATA](#)
- [METHODOLOGY](#)
- [HELP](#)

Data Download

File	File Type	Date Range
National	XLSX	07/18/2022 to 01/29/2023
Sector	XLSX	07/18/2022 to 01/29/2023
Subsector	XLSX	07/18/2022 to 01/29/2023
Employment size class	XLSX	07/18/2022 to 01/29/2023
Sector by employment size class	XLSX	07/18/2022 to 01/29/2023
State	XLSX	07/18/2022 to 01/29/2023
Top 25 MSA	XLSX	07/18/2022 to 01/29/2023
State by employment size class	XLSX	07/18/2022 to 01/29/2023
State by Sector	XLSX	07/18/2022 to 01/29/2023
URR	XLSX	07/18/2022 to 01/29/2023

Documentation

[EXPAND ALL](#) | [COLLAPSE ALL](#)

- [Survey Questionnaires](#)
 - [Questionnaire](#)
- [User Guides](#)
 - [Index information](#)



Resources

Podcast: [Overview of the Business Trends and Outlook Survey – YouTube](#)

Business Trends and Outlook Survey: [BTOS - Data \(census.gov\)](#)

Small Business Pulse Data: [Small Business Pulse Survey Data \(census.gov\)](#)

Questions